



A Call To Service.

The prairie provinces of Canada are again this year faced with the heavy losses, and the resulting problems, which another crop failure has imposed. The wheat crop in the West is in the same deplorable state. Strength, grippepoles and other insect pests, wind and hail, have all taken their toll, and hundreds of farmers for the third, fourth, even fifth year in succession have nothing to show for their year's labor, it is a discouraging situation.

According to the reports of the Dominion Bureau of Statistics the yield of wheat will be the smallest, with the exception of one year, since records began to be compiled by the Bureau 25 years ago. What is true of wheat is true of all crops. Our federal inspectors of the Canadian Wheat Commission state that the relief problem will be great, if not greater, than in any previous year. In that province, while a Manitoba cabinet minister is reported as saying that 2,000 farmers in one section of that province will not threat a bushel of wheat.

The enormous direct loss imposed on the people of Western Canada, and the largely reduced purchasing power of this country, will have a far-reaching effect, not only throughout the West but in the factories of Eastern Canada, upon our railways, and upon our national, provincial and municipal finances.

Government relief must be forthcoming to meet all absolute needs of people, to prevent actual suffering, to conserve the health of people—in a word, to sustain them and provide for their needs for another year at least. This is the least that any government can do for its people; it is, in fact, a primary duty of government.

There have been signs of crop failure all down through the ages and in all countries, and governments have had to care for their people. But history has always followed famine. Discouraging as the present out-look may be, there is no cause for despair. People will be provided with the necessities of life; they are not going to be left to suffer and starve. They will have nothing to show for their year's work, it is true, but they will be, to start again next year.

But there are many people that can do for each other in times of emergency, and need like the present. There must be signs of ways in which people can assist and encourage each other even though they may have little in the way of available resources. While Governments meet absolutely essential needs, cannot people through voluntary effort of their many organizations, and as individuals, extend not merely sympathy but practical encouragement and help to others who have suffered much more, and are in danger of losing confidence in themselves, in their country, in mankind itself?

In this connection, it is gratifying to read of the action taken by the citizens of Kerrobert, town and district, in Saskatchewan. Representative citizens have banded themselves together, and are promoting a relief organization for their district, which will not interfere in any way with the work of the rural, municipal, or town councils, or government relief, but which will be available to all to meet the needs of relief. These citizens will then be able to bring that precious human touch and provide assistance in various forms which no official body can do, but which are so essential in maintaining the morale of people.

Voluntary organizations of all kinds throughout Western Canada should appreciate the fact that, whatever the object of their organization, there is no finer, more important and necessary work they can do than to assist in carrying out the work of government relief. These citizens are really doing a service for the existence of an organization in our community which does not at a time like the present forget all else but the welfare of people who are in need, and arouse its membership to assist in meeting those needs whenever they may be.

The State, representing all the people, will discharge its obligations, but let the great heart of humanity be represented by each and every one of us, and by so many of us organized under different names and for many different ends, as to meet the needs of all the victims of relief. These citizens will scatter all the sunshine of life that is possible, be spread about, and thus bring encouragement to those who are inclined to think there is no longer even hope left to them.

Abandon Trackage

United States Railways Find Trunk Lines Best Business

A committee of the Canadian office finds the primary care to be the rapid development of hard-surfaced highways, is causing the railroads of the United States to abandon trackage at a greater rate than ever before.

For instance, in interstate commerce, commission reports show 1,896 miles of track were abandoned in the nine months ending August 1, which nearly double the 945 miles abandoned in the entire year ending November 1, 1932.

Gardens Are Spoiled

Once famous for their beauty the flower gardens of Seattle, Spain, have been turned into cabbage patches. Anarchists are reported to have invaded buildings erected for the art exhibition and are living in them rent free. They recently uprooted the trees and other flowers in the grounds.

India is importing more commercial motor vehicles.

Summer Complaint Plays Havoc With the Bowels

Few people escape an attack of summer complaint. It may be slight, it may be severe, but both the young and the old are liable to it.

You cannot tell when it comes you know it is going to end. Let's run for a day or two and see how weak and puny we feel.

On the first sign of an attack of any looseness of the bowels take a few doses of Dr. Fowler's Extract of Wild Strawberry and see how quickly it will give relief.

Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

The Age of Aluminum

Two Railroad Cars Made of This Metal Exhibited at Chicago

David Dietz, in an article in New York World-Telegram, says:

'Two all-aluminum railroad cars are among the most interesting exhibits in the exhibition of the Hall of Transportation at the Chicago Century of Progress World Fair.'

One is a combination of coach, parlor and observation car facilities. The other is a combination of sleeper, parlor and observation car, and is gleaming, inviting works of art.

On the day I visited the Hall of Transportation thermometers were registering a temperature of 100 on the sidewalks of Chicago, and the air-cooled interiors of these two cars were comfortable spots on a fair ground.

The bodies and trucks of these two cars, with the exception of the springs, axles and wheels, are made entirely of aluminum. This is the first time that this has been accomplished, although aluminum car bodies have been constructed two years ago.

To many engineers, these aluminum cars represent the direction in which the railroads must go to recover their business. In other words, they must make travel by rail as attractive and inviting that tourists will come.

But in addition, many engineers see more than railroad recovery in those two cars. To them they are the symbol of the new age, the Age of Aluminum.

Many railroads are beginning to turn their attention to the subject of aluminum rolling stock.'

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But in

"BEER - off the ice"

The Most Refreshing Summer Beverage!

A case of your favorite brand of Alberta Beer on ice is like cool shade to hot sunshine on blistery summer days. Order a case from our warehouse.

Perfect ingredients and perfect care in brewing contribute to the excellence of Alberta beers.

Agents For The Brewing Industry of Alberta

DISTRIBUTORS LIMITED.

PHONE 82

BASSANO

This Advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.

About 278 million pennies were minted in the United States last year. When one takes a flyer in the wheat market these days it is part of what is going on.

Grab Bag Buying

Remember your kid days. . . . when you went to a bazaar or fair of any kind there was always a grab-bag—one of those mythical things you reached into and drew out a whistle, a lollipop, a doll or a toy of some kind. You never knew what you were going to get—but that was half the fun. You didn't care.

But now when you buy anything you want to be sure what you get. You can't take chances on grab-bag methods. You must know that your purchase will fit your need. But do you?

There is one way you can be reasonably sure of everything you buy. Buy advertised products. Look through the advertisements in this paper. They will give you the information necessary to intelligent buying. They will tell you what is new and best and why it will suit you.

Advertisements are a form of introduction from the manufacturer or merchant to you. It is to your interest to read them.

Advertisements tell you what you want to know about the goods you buy

The Call, Gleichen, Alberta

Town & District

Quite a few of the Gleichen high school pupils are taking examinations on certain subjects this week and next in Calgary.

Mrs. J. Guttman and Jeanette, Mrs. G. Farquharson and Jean of Gleichen attended the funeral of Miss W. Jones in Calgary. Miss Jones was a former music teacher in Gleichen.

A great shower of rain fell Saturday night and Sunday morning. Outside of settling the dust it is too late in the season to do much good. Harvesting was held up a day or so, but is now going full blast.

The wife of White Headed Chief, South Camp, Blackfoot, Indian Reserve died Sunday, at the age of 63 years.

With plenty of water available for irrigation purposes it is really a pity to see the canebrake hedge on the north side of the school grounds gradually dying for want of water. Some decided effort should be made to save this hedge before it is too late.

K. Roy McLean, Sight Specialist, of McLean and Anderson, 224 St. Ave. W., Calgary, will be at Dr. Farquharson's office, Monday, Aug. 25, up until two p.m.

If you spend your money where you get it, you will be able to get it where you spend it.

At the present time many Gleichen housewives are busy canning the products of their gardens. Many a cellar is being rapidly stocked up in winter.

Frank Durston of Queenstown had the misfortune to have his foot caught in the chain drive of a combine. The foot was carried once around the cog-wheel polly badly crushing several toes but fortunately none were broken. Flesh was torn off and in the case of the toe that was still attached to the bone, the nail was also bodily wrenched. Frank considers himself very fortunate indeed, that his foot was not drawn in further and taken off.

E. D. Evans of Balzar, Alton, accompanied by a couple of friends visited relatives in Gleichen for several hours one afternoon last week.

Clif Fleary is busy these days constructing a concrete basement on the property he recently purchased. When this work is finished he will move on to the residence he now occupies on to the foundation.

NEWSPAPER RIGHTS

There are some people who have peculiar ideas about a newspaper. They regard it not as a business, but as a convenience. If the paper reaches them late, or fails to give every item of news or its conclusion towards them in a manner they do not like, then they are perfectly entitled to make a business matter of it because they have bargained for something they are not getting. They make these issues every day in the year, except the first day, when the business idea is forgotten, and the only thing uppermost is a ploy to get out of paying what they honestly owe the paper.

These same men will meet the newspaper man with a smile, offer him a drink or cigar, and then ask him to sign in his paper that he is the most enterprising and progressive man in the province. That's their idea of a business.

Now the newspaper is a business, it is not a glory making machine. It can no more live on sentiment than any other business. It may surprise you, but printers don't work for nothing and no amount of persuasion will induce them to do it. It is true, may owe us \$2 for a yearly back-subscription, yet if three or four hundred subscribers reason like this, that we collect news for the fun of it, and get it in print, the paper will give us our paper just because they want to see it. The paper may give us machinery for the same reason, then it becomes a different matter. Instead of a couple of bags worth of glory it is many dollars cash each week for supplies.

The newspaper business is made up of two things, and it is this ratio which, if collected, enables the newspaper to improve its services and pay off all obligations promptly, but which if deprived of for trivial reasons, makes the cash account short and the newspaper man has to hustle about under a weight of about sixty pounds to the square inch.

Perhaps you have never given thought to our subject on this line. If not, then, if this article serves to call your serious attention to it, it may have accomplished

TRAVEL BARGAINS TO PACIFIC COAST

VANCOUVER - VICTORIA from stations in Ontario (Port Arthur), Manitoba, Saskatchewan and Alberta

AUG 18 to SEPT. 2 Return Limit 15 DAYS

GOOD IN COACHES
Small additional charge for Tourist Sleepers

Apply Local Agent

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1000's of extra miles



GOODYEAR PATHFINDERS

Thousands of miles beyond what you expect! All across Canada Goodyear Pathfinder tires are piling up mileage records.

and the price is only
21x4.10 \$8.30
21x4.50 \$8.15
19x4.75 \$9.00

These prices do not include sales tax

MacCALLUM & SMITH GLEICHEN, ALBERTA



At the Head

The man at the head of affairs, whether at home or in business, is the one whose action you wish to imitate.

He is a leader, possessor of the best character of his family, and is read by the head of the family. That accounts for the results he has secured by the use of

Classified Ads.

CLASSIFIED ADS

Notice under this heading is word or under 50c, first insertion and each insertion thereafter \$1.00. Over 15 words one cent per word for each insertion.

WANTED—Good Used Car. Will pay spot cash for it. State year, price and condition of car. Address Box A Call office.

LOST—On road running south from Gleichen, Hill 10, Stobie, end boards of John Deer wagon. Finder please notify Mike Mason, Nakata.

LOST—A white purse with change. Finder please leave at Call office.

A Gleichen lady complains that radio announces unpronounceable words. But that's one evidence that they are human.

An untried friend is like an uncracked nut.

The Alberta Pacific Grain Company Limited

(Associated and Bonded with the Board of Grain Commissioners)

OPERATING

375 Country Elevators

100 Flour Warehouses

275 Coal Sheds

Terminal Elevators at Vancouver

Capacity 6,000,000 bushels

Bankers

Royal Bank of Canada
Canadian Bank of Commerce

Bank of Toronto
Bank of Montreal

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QUALIFIED WATCHMAKER JEWELLER

Prepared to repair all makes of watches, clocks and jewelry. ALL WORK GUARANTEED SATISFACTORY, AND DONE AT REASONABLE FEES.

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TRUCKING

Have you any trucking to do? If so see me for specials.

Good men run coal \$4.75 a ton. Cartage on Indian coal \$1.00 per ton.

I handle Turner Valley gas in any quantity. Drive up to our modern filling station and try it.

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TED KRAUSE

A exchange declares that a woman's tongue is her sword. Some one than with the pen is not righter.

The severest critics of business and "intellectuals" who got the way at schools endowed by business men.

A DOLLAR'S WORTH

Clip this coupon and mail it with \$1 for a six weeks trial subscription to THE CHRISTIAN SCIENCE MONITOR

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In it you will find the daily news of the world from its 800 special writers in 60 countries, devoted to women's and children's interests, sports, music, art, science, and literature, and to the cause of peace and prohibition. And don't miss Uncle Tom's Cabin.

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It's the flavor

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